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OTHER MATTERS

MEETINGS AND SEMINARS

Workshop on indigenous media: "Promoting the rights and cultures of indigenous peoples through the media", New York, 11-14 December 2000

Chairperson-Rapporteur: Mr. Kenneth Deer (The Eastern Door)

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Introduction

1. In accordance with resolutions 1996/34 and 1997/15 of the Sub-Commission on the Promotion and Protection of Human Rights, both entitled the "International Decade of the World's Indigenous People", the Office of the High Commissioner for Human Rights organized a workshop of indigenous journalists from 26 to 28 January 1998 in Madrid with the cooperation of the Government of Spain. The report of this workshop is contained in document E/CN.4/Sub.2/AC.4/1998/6.

2. At its concluding meeting the workshop recommended that the Office of the High Commissioner for Human Rights should be requested to organize a second workshop of indigenous media workers, in cooperation with indigenous journalists, to further explore the issues raised in the Madrid workshop and to finalize and adopt a programme of activities for strengthening the indigenous media in the framework of the International Decade of the World's Indigenous People.

3. In its resolution 1998/22, the Sub-Commission encouraged the Office of the High Commissioner for Human Rights to organize such a follow-up workshop.

4. The second workshop on indigenous media was organized, in cooperation with the Department of Public Information of the United Nations, at United Nations Headquarters in New York from 11 to 14 December 2000. More than 50 experts attended the workshop. The list of participants is annexed to this report.

I. ORGANIZATION OF WORK

A. Opening of the workshop

5. The workshop was opened by the Deputy to the Director of the New York office of the United Nations High Commissioner for Human Rights. She welcomed the participants and said that the workshop was taking place at a "prime time" in terms of developments that have an immediate effect in international structures for indigenous peoples. In that context, she referred to the establishment of the Permanent Forum on Indigenous Issues as a new organ of the United Nations and the holding of the World Conference against Racism in South Africa from 31 August to 7 September 2001. She underlined the importance of the coverage of these developments by both mainstream and indigenous media.

6. The Chief of the Public Liaison Service in the Department of Public Information also welcomed the participants. She said that it was known that political or financial considerations and group and personal identities were obstacles to fair and truthful coverage. Reports on indigenous peoples and indigenous issues were too often based on stereotypical images. The media needed to shift or refine their point of view. She expressed the hope that the discussions during the workshop would have a real impact on the work of journalists and on the work of the rest of the global media.

7. Ms. Erica-Irena A. Daes, expert of the Sub-Commission, greeted the participants. She said that the free flow of information had become a fundamental condition for the realization and protection of human rights and international security. The United Nations could take a number of important steps to support indigenous media. She recommended that the United Nations should (a) provide a special press room for indigenous journalists, (b) establish a "virtual press room" on the United Nations Web site and (c) strengthen indigenous journalists' access to visual media technologies and that (d) the Secretary-General should devote at least one day each year to a special media event with indigenous journalists to increase the attention given to indigenous issues. At the end of her presentation, Ms. Daes thanked the Department of Public Information for its full and constructive assistance in the organization of the workshop.

8. Mr. Miguel Alfonso Martínez, Chairperson-Rapporteur of the Working Group on Indigenous Populations, welcomed the participants and conveyed the greetings of all the members of the Working Group. He focused on the challenges and difficulties faced by indigenous peoples in the context of globalization. He acknowledged that new technologies had become prevalent in the spread of information, but presented limitations in that, to a large extent, those media remained out of reach of indigenous peoples. That was a challenge that needed to be faced and he hoped the workshop could come up with some ideas in that respect.

B. Election of the Chairperson-Rapporteur

9. Participants invited Mr. Kenneth Deer, a journalist and editor of the indigenous newspaper The Eastern Door in Canada, to be the Chairperson-Rapporteur of the workshop. The Chairperson-Rapporteur thanked the participants for having nominated him and said he wanted to encourage the group to exchange information, elaborate on the issues raised in the first workshop on indigenous media, and to come up with strong recommendations. The programme of work as contained in annex II was adopted.

C. General debate

10. Speaking on behalf of the Office of the United Nations High Commissioner for Human Rights (OHCHR), Mr. Julian Burger gave an introduction to the objectives of the workshop. He said that in the Programme of Activities of the International Decade of the World's Indigenous People, it was recommended that attention be given to indigenous media. It was appropriate that the second workshop on indigenous media was being held at United Nations Headquarters. In the previous 12 months there had been important movement internationally on indigenous issues. He referred to the establishment of the Permanent Forum on Indigenous Issues, the preparations for the World Conference against Racism and the process of elaborating a declaration on the rights of indigenous peoples. There was great opportunity for the mainstream media to link in to indigenous issues. The indigenous media, for their part, had a responsibility in translating and explaining to the communities what was happening at the United Nations in the name of indigenous peoples.

11. Participants expressed their appreciation to the Department of Public Information and OHCHR for organizing the meeting.

12. The relationship between the indigenous and the mainstream media was discussed. Mr. Poka Laenui said that, in the discussion on the role of the indigenous media, the failure of the current mainstream media to address indigenous issues and their continuing pandering to what the majority audience wanted should be considered. The indigenous media should provide a true alternative.

13. Ms. Alexandra Halkin believed it was close to impossible that indigenous perspectives could be properly represented in the mainstream media, because of money, personal or corporate interests. She considered that it was not a question of getting into the mass media, but of creating alternative broadcast venues where indigenous peoples could put their programming.

14. Mr. Estheiman Amaya said that indigenous journalists should be enabled to feel proud of their own culture, so that they would profess the indigenous cosmovision, whether they were working for the indigenous or non-indigenous media.

15. Participants considered that the limited space available for indigenous peoples in the media should be used to inform the general public and indigenous communities about what was happening on an international and national level regarding indigenous issues and to create understanding and awareness of indigenous cultures among the general public.

16. Mr. Oleg Egorov said that it was important to make a story interesting and attention-catching in order for it to be published. Ms. Seneiya Kamotho said that was not the only decisive factor whether an article was published or not. There were other factors, such as advertising policies, who the owner of the newspaper was and what his news values were.

17. Participants spoke about the new media. Mr. Joe Camacho believed the new media were at one point a threat and at another point a salvation. He said that indigenous peoples might find themselves in a position where they could lead instead of following. The developing world, in certain areas in communications, was actually leading. Indigenous peoples had to have as much information as possible on what was happening in the communications industry and to develop vision. He expressed the opinion that indigenous peoples could learn how to use their information and their media and create new information models.

18. Several participants underlined the importance of training and education for indigenous and non-indigenous journalists. Mr. Magne Ove Varse said that the mainstream media often thought that indigenous journalists were not critical when they were reporting on their own communities. The mainstream media were the managers of "normality" and indigenous peoples belonged to "abnormal groups". The mainstream media did not know that indigenous journalists were also trained to be critical.

19. Reference was made to article 17 of the draft declaration on the rights of indigenous peoples, which states: "Indigenous peoples have the right to establish their own media in their own languages. They also have the right to equal access to all forms of non-indigenous media."

Theme 1: Indigenous peoples and the mainstream media

20. Ms. Seneiya Kamotho presented a background paper on the Maasai people in Kenya. With regard to the portrayal of the Maasai people in the mainstream press, she said that only news of a major calamity or a problem amongst the indigenous peoples, like ethnic clashes, conflicts, ignorance, circumcision, etc. were reported. She said that the term "mass media" was a misnomer, especially with illiteracy levels rising amongst the indigenous people. The mass media were normally based on Western models of programming, which had little or no relevance to the culture or struggles of indigenous peoples. The use of English made the information only accessible to the elite. In addition, she said, those in the rural areas could afford neither a television set, electricity, batteries nor generators. Indigenous peoples were losing their cultural sovereignty to soap operas, which eroded their culture and had no social value. The indigenous media should be used to tell the stories of the Maasai people, the negative as well as the positive. They could also be used to sensitize the community and to educate and enlighten the public. If effectively used, the indigenous media could help protect the rights of indigenous peoples and promote campaigns against social ills, such as poverty, disease, illiteracy, unemployment and injustice, and could uncover assumptions about indigenous peoples and expose the myths.

21. There was general agreement among the participants that the mainstream media tended to write about indigenous peoples only when there was conflict or tragedy and that, otherwise, articles often focused on stereotypical aspects.

22. Ms. Monica Chuji said that the mainstream media needed to be educated. She provided the example of indigenous people working in a project in Ecuador that was managed by the World Bank. One day, a senator had stated on television that those indigenous workers earned $1,000 per year, while other indigenous people were starving to death. The next day an article headed "Indians with golden ponchos" had appeared in the newspapers. The underlying message was racism, she said, because it was assumed that indigenous people should not earn $1,000; they should only earn $40, simply because they were indigenous people. Even now, some people continued to use the term "golden ponchos". She was of the opinion that the alternative media should be supported and strengthened and referred to various successful indigenous radio stations in Ecuador.

23. One participant referred to the demonstration organized on Human Rights Day, 10 December 2000, to ask President Clinton for clemency for Leonard Peltier. She said that, although about 3,500 people had participated in that demonstration, it had not been covered by the mainstream press.

24. Participants emphasized that the media played a very significant role in the promotion and protection of the rights of indigenous peoples. Mr. Pranayan Khisha provided information on the situation of the indigenous peoples in the Chittagong Hill Tracts in Bangladesh and said it was the responsibility of the mainstream media to report in a fair manner about the problems and issues of the indigenous peoples in that region.

25. The representative of UNESCO, Mr. Gervasio Kaliwo, said it was impossible to separate the issue of participation in the political process from participation in the communication process. The concern that the mainstream media ignored indigenous peoples and indigenous

issues had to do with the relationship between the mainstream media and public policies and public decisions. If the mainstream media ignored indigenous peoples, then it was impossible for indigenous peoples to have an impact on public policies. It was important to see where there was a link between the mainstream media and the indigenous media, so that the indigenous media could influence the mainstream media and so have an impact on public policy and decision-making processes.

26. Several participants expressed the opinion that the editorial content of the media was often controlled by financial, commercial or political interests and that that was a problem with the mainstream media. Mr. Miguel Alfonso Martínez said that the primary objective of the non-indigenous media was profit and that the interests of those who were linked to the non-indigenous media were often in contradiction with the interests of indigenous peoples. How to overcome that contradiction was something that required thorough analysis. The alternative would be to strengthen the indigenous media, but there the problem of resources emerged.

27. The relationship between the State and indigenous peoples and the effect it had on the media landscape was discussed. Ms. Sofia Geisler said that in Greenland the indigenous people formed the majority of the population and that they were not used to speaking in terms of "mainstream media". The indigenous people in Greenland could learn and speak their own language and their rights were not questioned. She said that there was a high level of acceptance of the indigenous people by the Government.

28. The importance of the coverage of indigenous issues by the mainstream media was mentioned and ways in which this coverage could be improved were discussed. In this context, Ms. Jodi Rave said it was important for indigenous journalists to have contacts with the mainstream media and to let them know what the issues for indigenous peoples were. Several other participants supported this view.

29. Mr. Jeffrey O'Connor spoke about his experience with the coverage of indigenous peoples in the Brazilian Amazon from the late 1980s until 1995. At that time, he said, there were two contradictory images of indigenous peoples given by the mainstream media: sensationalist images of violence involving indigenous peoples, and, at the other extreme, idealized pictures of the "noble savage". The mainstream media did not give the dominant society a clear picture of what was taking place but relied purely on stereotypes. In his opinion, it was extremely important to hold the mainstream media accountable and he underlined the importance of indigenous peoples working in the mainstream media. He said that one technique to have a story broadcast by mainstream television was to use the leverage of the print media. The print media might be more open to in-depth stories and usually pre-empted television.

30. It was underlined that it was important for indigenous peoples to have control over their coverage by the media. Ms. Philippa McDermott explained how, in her work, she functioned as an intermediary between the media, ATSIC and the Aboriginal people. In that context, she informed the participants about the media activities of ATSIC during the recent Olympic Games in Australia. ATSIC had decided to use that opportunity to inform the public about the indigenous peoples in Australia, nationally as well as internationally. She said that many journalists were interested in visiting indigenous communities. In order to avoid an invasion of media people in the communities, ATSIC made a lot of its own stock footage of images of

Aboriginal people and this was given out to the media. The stock footage was made available in different formats for television, audio and print. In that way, ATSIC tried to keep the media away from the communities and tried to control the images that were sent out. The resulting stories were not stereotypical and covered many different areas and issues in Australia. She thought that small avenues were opening up in the mainstream media for indigenous stories.

31. The need for training and education of indigenous journalists was emphasized, as well as the need to establish and strengthen indigenous journalism schools. In addition to receiving technical training, indigenous journalists should know about the needs and issues of indigenous peoples in other countries.

32. Mr. Patrick Butler said that much of the bad coverage of indigenous peoples was due to a lack of awareness.

33. It was pointed out that offensive coverage and misinterpretation should be used as an opportunity to correct such misinterpretation and to engage in a dialogue with the mainstream media instead of as an opportunity to attack the mainstream media.

Theme 2: Indigenous peoples and the new media

34. In introducing the discussion on this theme, Mr. Oleg Egorov gave a presentation on his organization, the L'Auravetl'an Indigenous Information Center in the Russian Federation, set up by the Chukchi Traditional Council of Elders in 1996. He said that the structure of the Center was determined by the needs and aims of the indigenous communities, which were: to disseminate as much information as possible from and about the indigenous peoples; to create a mechanism which would allow each community and/or person to decide freely and independently on what issue and when information should be disseminated; to speak freely in its own voice and its own words; to get those words to as many other indigenous peoples, non-governmental organizations and governmental organizations as possible; to secure equitable access for the Center to the media and to eliminate the possibility of external control. He explained that the Information Center compiled information from grass-roots communities in bulletins which were distributed by mail or e-mail to about 450 indigenous recipients throughout the Russian Federation. The bulletins were also translated into English and German. He said that one of the reasons for the success of the Center was the great sense of ownership of the Center among the indigenous peoples. Another reason was that, although the bulletins dealt with complex issues, they were written in simple language.

35. The accessibility of the new media to indigenous peoples was discussed. Mr. Todd Condie said that 60 per cent of the global population did not have electricity. Essentially, the new media were the domain of only 40 per cent of the global population. The media, and especially new technologies, were said not to be a priority compared to health, housing and education for many indigenous communities.

36. Participants observed that the benefits of new technology were unevenly distributed between and within countries, mainly because of differential access to knowledge and to information and communication technologies, the so-called "digital divide". Some participants

referred to a report of the Secretary-General, entitled "Development and international cooperation in the twenty-first century: the role of information technology in the context of a knowledge-based global economy" (E/2000/52).

37. Participants felt that the new media provided not only new opportunities, but also new challenges that indigenous peoples should be addressing.

38. Ms. Jodi Rave showed the participants a Web site owned and operated by native people in Nebraska. The Internet site offered up-to-date news stories and was able to sustain itself through the sale of native products.

39. Mr. Andei Jacobs spoke about a project for developing Inuit information on the Internet. The use of the media and of the Internet was different between generations. Funding usually came from older groups, he said, but most people using the Internet were youth and that posed a dilemma.

40. The representative of UNESCO said that the new information technologies complemented traditional means of communication and would not necessarily replace them. UNESCO was trying to see how traditional communication and new communication technologies could be combined. The importance of the written word should not be overlooked. Being able to read and write was still a precondition for full participation in the new information technologies.

41. Reference was made to the fact that English and Spanish are the dominant languages on the Internet. Several participants spoke about the opportunities offered by language or translation services and the importance of that development for indigenous languages.

42. The development of Web sites around the world and control over information and images on these Web sites by indigenous peoples was discussed.

43. Mr. Atencio Lopez said that many Web sites concerning indigenous peoples were created and managed by non-indigenous organizations, who provided resources, but at the same time inserted their interests in the sites.

44. The observation was made that, in one sense, it was good that Web sites were being created around the world with indigenous content. That view was supported by Ms. Alexandra Halkin who said that the use of intermediaries had proved critical in the struggle of the indigenous peoples of Mexico.

45. Several participants spoke about the control of images and information on the Internet. The comment was made that the issue of indigenous intellectual property needed to be advanced, as opposed to Western concepts of copyright, in order to ensure the protection of indigenous knowledge. Awareness of customary law in regard to the protection of indigenous intellectual property provide a framework for the engagement of the mainstream media with indigenous communities. It was referred to as a notion of responsible communications.

46. Mr. Atencio Lopez believed that it was important to discuss the relationship between intellectual property and the media. Indigenous copyright fell within that relationship, but so also did music, medicine and traditional knowledge. During a meeting on traditional knowledge, organized by the United Nations Conference on Trade and Development (UNCTAD) in November 2000, the creation of knowledge databases was discussed. That should not happen as long as indigenous peoples were not seriously involved in the process and as long as it was not clear how those databases would be managed. The World Intellectual Property Organization (WIPO), the United Nations Development Programme (UNDP) and UNCTAD were discussing intellectual property rights in relation to indigenous peoples, without having previously reached an agreement with indigenous peoples.

47. Ms. Tarcila Rivera said that Western technologies and new media had penetrated indigenous communities. Often that had a negative impact on their culture. Ways should be found in which those media could be used to develop indigenous cultures.

48. Mr. Joe Camacho said there were several levels of human and public communication. The appropriate technology had to be used for the appropriate frame of communication. Some information was for a private dialogue and some was for the public domain. Indigenous peoples needed to preserve their own sense of culture and should use the new media to be able to store their material, to develop knowledge banks and have control over it. Things that indigenous peoples wanted to make public could be put in those parts of the knowledge banks that were public; knowledge that was only for elders needed to be kept secure and preserved for the next generation.

49. Ms. Alexandra Halkin said that there was an intense focus on new technologies and the Internet, but that those technologies needed to be introduced in the communities in such a way that the people could understand them. They needed to be developed from within the communities. New technologies could be alienating for people who did not know how to use them and further disadvantaged groups who could not afford access to them.

50. Mr. David Boerma gave a brief summary of the findings of a seminar on indigenous peoples and the new media, organized recently by his organization. One of the findings of the seminar was that the Internet and other new media could be a powerful networking tool. He said that the participants in the seminar had considered that there was a real need for coordination of initiatives with regard to indigenous media and that the Internet offered a possibility to set up an indigenous press network or press agency. However, the reliability of information on the Internet was difficult to establish and the credibility of sources was an important factor, especially if a press agency was to be set up. Another finding of the seminar was that the new media were not replacing the old media. Other means of communication, such as radio, pamphlets, etc. were effective, especially given that 60 per cent of the world's population did not have access to electricity. The participants at the seminar had felt that indigenous peoples should explore the limits and possibilities of the new media. Very little was known yet of the cultural consequences of the new media. Another finding of the seminar was that the new media could be used to discuss issues relating to indigenous peoples and the media. In that context, he referred to a conference site on indigenous peoples and the new media, established by the

Netherlands Center for Indigenous Peoples in cooperation with the International Institute for Communication Development. He expressed the hope that the participants in the workshop would use the conference site to continue discussing those issues.

Theme 3: Developing cooperation between the United Nations and the media to promote the rights and cultures of indigenous peoples

51. Mr. Julian Burger, representative of OHCHR, introducing the theme, drew the attention of the participants to some ideas that had emerged from the first workshop on indigenous media, organized by the United Nations in 1998, and that could be further discussed under that theme. Those ideas were: the development of a common United Nations Web site on indigenous issues; the development of training packages in collaboration with the United Nations system; the organization of technical workshops on indigenous media; and funding possibilities within the United Nations. He encouraged the participants to come up with well-discussed and strong proposals that could be followed up during the rest of the International Decade of the World's Indigenous People and beyond, as well as a set of recommendations on indigenous media for the World Conference against Racism and the Permanent Forum on Indigenous Issues, which had the mandate to disseminate information to indigenous communities.

52. Participants noted that international developments and decisions taken by the United Nations were increasingly relevant for indigenous peoples. It was recognized that both the United Nations and the indigenous media had a responsibility in ensuring that information was transmitted to the communities. The comment was made, however, that the language used in the United Nations was difficult to translate in such a way that it would be understood by everybody.

53. It was felt that indigenous journalists should become more familiar with the work of the United Nations. Participants thought that indigenous journalists should attend United Nations meetings and that funding should be made available for that purpose. Mr. Atencio Lopez informed the participants that he had been chosen by the Department of Public Information to report on the World Conference on Human Rights in Vienna in 1993.

54. Mr. Miguel Alfonso Martínez recalled the recommendation contained in the final report of the Special Rapporteur on treaties, agreements and other constructive arrangements between States and indigenous populations to create a Web site exclusively dedicated to indigenous issues and United Nations activities relating to indigenous interests. Many participants supported this idea.

55. Ms. Alexandra Halkin said that the United Nations should protect indigenous journalists and indigenous film and video makers. Many indigenous media workers were potentially at risk and worked in situations where they were threatened.

56. The representative of the International Labour Office, Ms. Marianne Jensen, informed the participants about ILO Conventions 107 and 169, the only comprehensive international instruments addressing the rights of indigenous and tribal peoples. The activities of the ILO in this field fell within two main areas: (i) supervision of the implementation of the two ILO conventions; and (ii) provision of technical assistance. She also referred to the two ILO projects

that specifically dealt with indigenous and tribal peoples: the INDISCO project and the project to promote ILO policy on indigenous and tribal peoples. Speaking about the media, she said that the ILO work on indigenous peoples and ILO Conventions 107 and 169 were very little known. She underlined the importance of a good information and communication strategy and suggested that an international journalist school be established to train indigenous and non-indigenous journalists.

57. Several participants underlined the importance of training and capacity-building initiatives and supported the proposal made by the representative of the ILO concerning the establishment of an international journalist school.

58. The representative of WIPO spoke about the WIPO programme on traditional knowledge. WIPO had begun its work on traditional knowledge, innovations and creativity in the 1998-1999 biennium. Two round table conferences had been convened regarding the protection of traditional knowledge and a series of fact-finding missions had been undertaken. WIPO was preoccupied with how and in what form protection could be given to traditional knowledge. The member States of WIPO had recently established an intergovernmental committee on intellectual property and genetic resources, traditional knowledge and folklore with the aim of discussing and clarifying the conceptual framework and terminology, as well as the enforcement of the rights of holders of traditional knowledge.

59. Several participants stated that the protection of intellectual property rights was one of the biggest issues facing indigenous peoples. It was considered that communications and the media should be taken into account in the work of WIPO on traditional knowledge.

60. The representative of the UNDP, Ms. Alejandra Pero, provided background information on UNDP activities with regard to indigenous peoples. She said that UNDP had reactivated its indigenous peoples' portfolio. UNDP was moving towards becoming a more policy and advocacy oriented organization. The overall objective would be to make indigenous peoples' concerns a cross-cutting issue within UNDP programmes and projects. Her organization would like to take into account the recommendations of the workshop.

61. The representative of UNESCO, Mr. Gervasio Kaliwo believed that indigenous media had an important role to play in the media landscapes of the various countries. He said that UNESCO had a number of programmes on strengthening indigenous media. UNESCO was currently looking into the possibility of cooperating with the Development Fund for Latin America and the Caribbean to strengthen indigenous media, for example through the development of indigenous newspapers and community radio. Within the framework of an international programme for the development of communication, UNESCO annually gave grants to projects. The funds could be accessed through governmental channels or through professional journalist associations. Those two mechanisms were seen as a way to work more concretely with indigenous peoples' media institutions.

62. Participants said that it would be useful to have more meetings on the topic of indigenous media. Mr. Oleg Egorov proposed that workshops at a regional or country level could be organized with the participation of the indigenous and non-indigenous press. It was also suggested that a workshop on how to obtain funding for media projects should be organized.

63. Mr. David Boerma said that there was a great need for strengthening networks of indigenous journalists and that that could result in the setting up of indigenous press agencies. There was a need to coordinate initiatives and the United Nations could play an important role in that respect.

64. The establishment of the Permanent Forum on Indigenous Issues was discussed. Many participants expressed their strong support for the Permanent Forum. It was mentioned that the mandate of the Permanent Forum included the preparation and dissemination of information on indigenous issues.

65. Mr. Miguel Alfonso Martínez expressed concern that the establishment of the Permanent Forum might lead to the elimination of the Working Group on Indigenous Populations.

66. Participants stressed that it was important for indigenous peoples to participate in the World Conference against Racism and to be involved in the drafting of the Programme of Action. Several participants emphasized that the issue of how indigenous peoples were presented in the media was extremely relevant to the World Conference.

Theme 4: Strengthening the indigenous media

67. There was agreement that training and capacity-building activities were crucial for strengthening indigenous media. Mr. Magne Ove Varsi said that efforts needed to be made to establish cooperation between indigenous journalists to start training courses or even a master's degree programme.

68. The representative of UNESCO asked whether special training programmes for indigenous journalists were needed or whether special courses should be added to existing programmes to address the needs of the indigenous media. The advantage of using existing schools and programmes would be that the infrastructure was already available.

69. Some participants supported this view and said that it was important to strengthen or create relationships with existing institutions or media organizations, like the Native American Journalist Association, that already had infrastructure in place, but with an eye towards establishing independent training programmes in the future.

70. It was stated that, in developing training programmes for indigenous journalists, it was important to take into account the differences between the needs of indigenous peoples in the developed world and the needs of those in the developing world.

71. With regard to capacity-building efforts, it was pointed out that attention should also be given to indigenous video and film makers. Another observation was that journalism would be redefined by the new technologies and they should be incorporated in training. Some participants recalled that, for many indigenous peoples, the new technologies consisted of telephone and radio rather than the Internet, so efforts should be made to enable people to use those media effectively.

72. Some participants said that, given the oral traditions of indigenous peoples, radio was the most appropriate means of communication. What was missing was training not only in journalism, but also in the technical side of radio transmitting. In this context, Mr. Moses Ole Masiaay spoke about the community radio in his country. He said that the local community radio had disappeared, because the community had not been able to produce programmes for the region and instead used Kenyan programmes. However, these programmes did not address local interests. He said that community radio could be very effective and that the establishment of community radio and training of radio journalists should be supported.

73. Mr. Patrick Butler provided information about the International Center for Journalists and how it might be able to help with training. He spoke in particular about the Knight International Press Fellowship Programme. As part of that programme, journalists from the United States were sent to different countries around the world to work with the local media. There were no costs for the partner organizations. Fellows worked intensively with local media on training. The Center also organized internship programmes with media in the United States for journalists from various countries. He expressed the hope that the International Center for Journalists could be involved in some of the opportunities that would come out of the workshop.

74. It was pointed out that an important part of training was training on how to survive as a business. In training courses attention should be given to the business side as well: how to attract advertising, how to do marketing studies, etc.

75. Many participants underlined the need for networking. It was proposed that non-governmental organizations should be encouraged to create partnerships with indigenous journalists. Some participants said that a network of indigenous media workers had been formed at the workshop and that it should be used as a basis for future cooperation.

76. On the issue of funding, the importance of having control over funding was underlined. The Chairperson-Rapporteur said it was difficult to obtain government or corporate advertising for small newspapers. He explained that in his region a person had been hired to get advertisers (governmental and corporate) for several newspapers. That could be a way of attracting the attention of big advertisers.

77. Mr. Todd Condi spoke about his newspaper the Koori Mail, which was an Aboriginal owned company. The newspaper was totally self-funded. Government advertisers had been lobbied and they used indigenous newspapers or aboriginal radio stations as vehicles for campaigns that targeted indigenous peoples. The independence of newspapers made it possible to concentrate on the contents of the newspapers. His paper was profitable enough to put some money back into the communities. Money had, for example, been provided for indigenous students who were trying to obtain a degree in communications.

78. Ms. Philippa McDermott said that the majority of indigenous broadcast media workers in Australia were volunteers. There was not much money for training and employment and the level of professionalism was not as high as in the mainstream media. The people had developed their own format. However, that has made it difficult to attract sponsors outside of the government agencies, because they were used to the typical commercial sound.

79. Mr. Estheiman Amaya spoke about the indigenous newspaper he had started in Guatemala. The paper had had two main sources of financing: on the one hand, it had been financed by some international institutions, on the other hand it had generated its own financing through advertisements. The problem had been that, as the budget from advertisements increased, the indigenous character of the paper had been lost, while international institutions started diminishing their support, which had reinforced the dependence on advertising. The paper had finally died, he said. Important questions that needed to be answered were: how could an indigenous newspaper support itself and how could it support itself when those who could offer advertisements were against the indigenous cause?

80. Some participants referred to the United Nations Voluntary Fund for the International Decade of the World's Indigenous People and said that funding should be set aside to support initiatives for indigenous journalists. It was also recommended that the Working Group on Indigenous Populations should carry out a study on indigenous media.

81. The representative of the Indigenous Fund for Latin America and the Caribbean, Ms. Amparo Morales, provided information on the activities of the Fund. One of the functions of the Fund was to promote dialogue between Governments and indigenous peoples in order to come to agreement on the development of indigenous peoples. The areas the Fund worked in were: development and environment, indigenous rights, education and training, and identity and culture. She said that communication was considered as a fundamental tool to achieve the goals of the Fund and was given the highest priority. The Fund was currently involved in establishing an indigenous development network through an interactive Web site.

82. Mr. Maurice Malanes, mentioned that it could be useful to develop a code of ethics for the coverage of indigenous peoples and indigenous issues. Such a code could be intended for indigenous and non-indigenous journalists.

83. Ms. Monica Chuji said that in Ecuador there were legal obstacles to accessing radio frequencies. It would be good to explore ways in which those difficulties could be overcome.

Conclusions and recommendations

84. The Workshop underlined the importance of indigenous media as an indispensable tool to promote indigenous identity, language, culture, self-representation and collective and human rights, and as a vehicle for communicating international, regional and national issues to indigenous communities as well as conveying community concerns to a wider public.

85. The Workshop noted the dominant role played by the global media in information dissemination and recognized the need to develop better access and control over content in relation to information and media products relating to indigenous peoples. It considered that the global media had a responsibility to provide fair, respectful and well-researched information on indigenous peoples and their cultures and to refrain from stereotypical or discriminatory articles, documentaries or other information or commentary.

86. The Workshop recognized the urgent need to strengthen indigenous media. It was noted that the indigenous media prioritized the social needs and concerns of the community rather than the commercial interests that in most cases determine the content and policy of the corporate global media. The Workshop also recognized the need for indigenous media to build capacity, develop a sounder financial base, keep up with technological developments, and build partnerships and networks.

A. Strengthening the indigenous media

87. The Workshop recommended that Governments, the United Nations and educational institutions provide support for the establishment and strengthening of indigenous journalism schools and other forms of training. It was further recommended that a network of indigenous media schools be set up and that exchanges between these schools be developed. The Sami Journalism School offered to initiate some activities in this respect.

88. The Workshop recommended that an international association of indigenous media be established.

89. The Workshop recommended that a fund be established to assist exchanges between indigenous media.

90. The Workshop recommended that alternative media projects be developed. Such projects, including print, radio, video, computer and networking activities, might be developed in cooperation with successful indigenous media, NGOs and private foundations, as well as UNDP at the national level.

91. The Workshop recommended that UNESCO and other relevant organizations and institutions provide expertise and training to assist indigenous peoples to establish and strengthen their own independent media.

92. The Workshop requested Governments to ensure that communications legislation facilitate the establishment of indigenous media, for example by providing access to airwaves.

B. Access to the global media

93. The Workshop recommended that an indigenous media agency be established, in cooperation with relevant United Nations organizations as necessary, to advise on legal protection of and disseminate indigenous stories, articles, videos, images and other material on a commercial basis. The agency would need to build confidence in its work through quality control of its products.

94. The Workshop recommended that OHCHR, UNESCO or other United Nations agencies as appropriate organize, in cooperation with non-governmental partners, regional workshops for indigenous and non-indigenous media, in order to sensitize non-indigenous media to indigenous concerns and familiarize indigenous media with the professional needs of the corporate mainstream media.

95. The Workshop recommended that training seminars be organized for indigenous media to enable them to make better use of the global press. The organizers might include indigenous media with experience and expertise to share with other indigenous media.

96. The Workshop recommended that relevant United Nations agencies elaborate, in cooperation with indigenous peoples, rules of engagement and copyright arrangements for mainstream media researching or reporting on indigenous communities.

C. New media

97. The Workshop recommended that indigenous peoples and communities be encouraged to establish Web pages, portals and resource pages where possible and that the United Nations system and other sources, including private foundations, be approached to provide the necessary financial and technical assistance to indigenous peoples to develop and maintain them. It would also be helpful to make available model indigenous Web pages for possible guidance to indigenous peoples.

98. The Workshop recommended that a workshop be organized in cooperation with relevant United Nations agencies to explore the legal aspects of the availability of indigenous knowledge and images on the Internet. The proposed workshop could look at ways of restricting the dissemination of information when it violates community customs, possible model contracts for communities when they are in contact with non-indigenous media, and community-defined benefit sharing of images and information concerning them.

99. The Workshop recommended that indigenous organizations hold consultations with their own young people to ensure that the indigenous information available on the Internet is youth friendly. Where possible, indigenous peoples could consider establishing independently run youth Web pages.

100. The Workshop recommended that an address book of indigenous Web pages be established. The address book might be prepared, in cooperation, by indigenous peoples, NGOs and the United Nations.

101. The Workshop noted that the new media cannot replace other indigenous media, especially in areas with little access to the latest media technology.

D. United Nations system

102. The Workshop recommended that the United Nations system establish and maintain a United Nations Web page on indigenous peoples with links to all United Nations agencies and regional intergovernmental organizations in order to facilitate indigenous peoples' participation in international activities. The Web page should be developed in direct cooperation with indigenous peoples and serve as a gateway to indigenous information.

103. The Workshop recommended that the Board of Trustees of the United Nations Voluntary Fund for Indigenous Populations provide assistance to indigenous media representatives to enable them to attend the Working Group on Indigenous Populations and the

working group established to elaborate a declaration on the rights of indigenous peoples and make available the reports of those working groups worldwide in a form that is accessible to indigenous communities.

104. The Workshop recommended that each agency of the United Nations invite an indigenous journalist to their organization to undertake an in-depth reportage on their activities relating to indigenous peoples. The information would be available on the Internet.

105. The Workshop recommended that all United Nations agencies holding meetings on indigenous issues should invite indigenous media to participate, to the extent possible and if possible through the provision of funding.

106. The Workshop recommended that the Advisory Group of the United Nations Voluntary Fund for the Decade of the World's Indigenous People be encouraged to provide financial assistance for further workshops and seminars on indigenous media. These meetings could include an item on fund-raising for upgrading and acquiring technical equipment.

107. The Workshop recommended that the United Nations, in particular the United Nations University, support training programmes for indigenous media.

108. The Workshop recommended that the Department of Public Information compile a list of indigenous media, send press releases on all indigenous-related meetings and conferences to them and increase the announcements concerning indigenous peoples at its own briefings.

109. The Workshop recommended that the United Nations fund a post within the Secretariat or in UNESCO for an indigenous person to develop an information project and Web page.

110. The Workshop recommended that indigenous media be invited to take part in the United Nations World Television Forum and that efforts be made to close the digital divide between indigenous and corporate media.

111. The Workshop recommended that the United Nations undertake studies on indigenous media and on the implications of the new information technology for indigenous peoples.

112. The Workshop recommended that the WIPO study on traditional knowledge recognize that indigenous copyright over their own cultural and intellectual property supersedes digital copyright.

E. World Conference against Racism

113. The Workshop recommended that during the World Conference against Racism a symposium should be organized in cooperation with indigenous peoples and the mainstream press on the role of the media in combating discrimination against indigenous peoples as a follow-up.

114. The Workshop recommended that DPI invite indigenous journalists and film-makers from the various regions to attend the World Conference and file stories for use worldwide.

115. The Workshop agreed to propose to the World Conference that it recommend that Governments ensure through legislation that indigenous journalists are included on the staff of publicly owned media.

F. Permanent Forum

116. The Workshop recommended that an indigenous media contact group be established that would advise on United Nations outreach to indigenous peoples concerning the Permanent Forum, as well as on activities that might be undertaken to implement paragraph 2 (c) of Economic and Social Council resolution 2000/22, and that funds be made available for this purpose.

117. The Workshop supported the continuation of the Working Group on Indigenous Populations, whose work was fundamental to the protection and promotion of the rights of indigenous peoples, and emphasized that the Permanent Forum on Indigenous Issues should not replace the Working Group.

G. Other

118. The Workshop expressed its appreciation to DPI and OHCHR for organizing the meeting.

119. The Workshop requested that its report be submitted to the Working Group on Indigenous Populations at its eighteenth session and that its recommendations be made available to the Secretary-General of the World Conference against Racism, the Board of Trustees of the Voluntary Fund for Indigenous Populations, the Advisory Group of the Voluntary Fund for the International Decade and to the High Commissioner for Human Rights.

120. The Workshop encouraged OHCHR to organize further meetings on indigenous media and to ensure that in-session documentation was made available to facilitate discussions among different language groups.

Annex I

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Annex II

PROGRAMME

Monday, 11 December 2000

a.m.	*Promoting the rights and cultures of indigenous peoples through the media*: general discussion on themes and aims of the workshop
p.m.	First theme: *Indigenous peoples and the mainstream media*

Tuesday, 12 December 2000

a.m.	Second theme: *Indigenous peoples and the new media*
p.m.	Third theme: *Developing cooperation between the United Nations and the media to promote the rights and cultures of indigenous peoples*

Wednesday, 13 December 2000

a.m.	Fourth theme: *Strengthening the indigenous media*
p.m.	Presentations of specific indigenous media activities

Thursday, 14 December 2000

a.m.	*Indigenous and mainstream media: "partnership in action"*
	Discussion and approval of suggestions for a programme of action to strengthen indigenous media during the International Decade of the World's Indigenous People (1995-2004) and beyond
	Closing of workshop